



# THE CITY OF BERWYN, ILLINOIS

MICHAEL A. O'CONNOR, *Mayor*

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Dear Citizens and Patrons

As you know, I am rigorously working for new programs and services for the elderly and disabled. The task is not always easy, because of financial situations. I particularly want to emphasize that I respect each past service and contribution for our elderly.

Enclosed, on this letter, is the cost for diverse advertisements and patronages for the Berwyn Senior Guide. As this would be an expense for you, I want you to think about the opportunity of the greater benefits, in sharing the expenses for this “free” citywide handbook, for our senior citizens.

**First** benefit, most important, the information of your business is important for the seniors to have close at hand. **The senior handbook will be their “rolodex” for needed important information and phone numbers for the elderly and disabled.**

**Second, this two-year Guide can help you, too, by advertising your business for TWO YEARS; because seniors will use this informational booklet/ guide.**

**Finally**, the proceeds, after expenses, will go directly, **as a donation**, to lower the cost for elderly services: e.g. snow removal, lawn care, and transportation.

Your supportive response, coupled with that of others, will enable our senior citizens to have assistance for various city needs and services; and it will show them your overt support.

Frank Paduch  
Senior Advocate of Berwyn

**Patron (25 characters): \$20**

**Business Card: \$50**

**Half Page for two years: \$150**

**Full page for two years: \$300**

**PS: Your ad will run for two years; before June 30<sup>th</sup>, mail in your check or money order with your ad to city hall, “Senior Outreach/ City of Berwyn”. Check for any grammatical errors and spelling, before sending in your ad for this guide.**